

Amendments to the Claims:

1. (original) A computer implemented method for offering items for sale or rent comprising:
providing a user with the choice of renting or purchasing an item;
generating a used item purchase price for the item;
displaying the used item purchase price for the item;
receiving a user command to rent an item; and
subsequently receiving a user command to purchase the item.
2. (original) The method of claim 1, further comprising:
establishing a rental queue of user rented items; and
generating and displaying a used item purchase price for each item in the rental queue.
3. (original) The method of claim 1, wherein the items have not been commercially released for sale or rent.
4. (original) The method of claim 3, wherein generating a used item purchase price for an item comprises generating a series of used purchase prices for the item dependent on time lapsed from the item release date.
5. (original) The method of claim 1, wherein generating a used item purchase price for an item comprises:
determining whether an excess capacity condition is present; and
determining whether a special discount condition is present.
6. (original) The method of claim 1, wherein generating a used item purchase price for an item comprises forecasting future demand for the item.
7. (original) The method of claim 1, further comprising shipping or downloading a rented item to a user.

8. (original) The method of claim 7, wherein the user command to purchase the item is received after the rented item has been shipped or downloaded.
9. (original) The method of claim 1, further comprising shipping or downloading bonus rental items after receiving a user command to purchase an item.
10. (original) The method of claim 1, further comprising generating and displaying a new item purchase price.
11. (original) A computer implemented method for offering items for sale or rent comprising:
providing a user with the choice of renting or purchasing an item;
displaying the rental price for the item;
displaying the purchase price for the item;
receiving a user command to rent an item.
12. (original) The method of claim 11, wherein the item is downloadable content.
13. (original) The method of claim 11, further comprising subsequently receiving a user command to purchase the item.
14. (original) The method of claim 11, wherein displaying the purchase price for the item comprises displaying a used item purchase price and displaying a new item purchase price.
15. (original) The method of claim 11, further comprising:
establishing a rental queue of user rented items; and
displaying a purchase price and re-rental price for each item in the rental queue.
16. (original) The method of claim 11, wherein the item is digital content that is downloaded to the user when rented or purchased by the user.
17. (original) The method of claim 11, further comprising shipping or downloading a rented item to a user.

18. (original) The method of claim 11, wherein the user command to purchase the item is received after the rented item has been shipped or downloaded.
19. (original) The method of claim 11, further comprising shipping or downloading bonus rental items after receiving a user command to purchase an item.
20. (original) The method of claim 11, wherein the rented item comprises downloadable content which expires, and further comprising providing a user with an option to re-rent a previously rented item.
21. (new) A computer readable storage medium storing instructions that when executed by a computer cause the computer to perform a method for offering items for sale or rent, comprising:
 - providing a user with the choice of renting or purchasing an item;
 - generating a used item purchase price for the item;
 - displaying the used item purchase price for the item;
 - receiving a user command to rent an item; and
 - subsequently receiving a user command to purchase the item.
22. (new) A computer readable storage medium storing instructions that when executed by a computer cause the computer to perform a method for offering items for sale or rent, comprising:
 - providing a user with the choice of renting or purchasing an item;
 - displaying the rental price for the item;
 - displaying the purchase price for the item; and
 - receiving a user command to rent an item.